

AMENDMENTS TO THE CLAIMS

Please amend the claims as set forth in the following listing. This listing of claims will replace all prior versions, and listings, of claims for the present application:

1.-25. (Cancelled)

26. (New) A method, comprising:

at a computer communicatively coupled to a storage device and a user interface:

receiving or retrieving unformatted data from the storage device, wherein the

unformatted data corresponds to a specific data service;

examining the unformatted data to identify name-value pairs which are present in
the unformatted data;

presenting the name-value pairs to a user via the user interface;

retaining a set of the name-value pairs based on user input received via the user
interface;

based on the set of the name-value pairs, selecting building blocks from a master
template for each of a plurality of device types for which the building
blocks are defined in the master template, wherein each building block
defines formatting for a particular type of name-value pair; and

assembling the building blocks selected from the master template into
service/device-specific templates, wherein each of the service/device-
specific templates is specific to a corresponding device or a device type
and to the specific data service associated with the unformatted data,
wherein the master template is not used to directly convert the
unformatted data to a particular markup language.

27. (New) The method according to claim 26, further comprising:

utilizing the service/device-specific templates to create markup language files for
corresponding devices.

28. (New) The method according to claim 27, further comprising:
utilizing the markup language files to accommodate the specific data service on the
corresponding devices.
29. (New) The method according to claim 26, wherein the master template defines a
predetermined style for displaying data on physical devices.
30. (New) The method according to claim 26, wherein the master template is one of a
plurality of master templates, each defining a different style for displaying data on physical
devices.
31. (New) The method according to claim 30, further comprising:
prompting the user to select one of the plurality of master templates according to which
the service/device-specific templates are generated.
32. (New) The method according to claim 26, wherein the service/device-specific templates
are generated automatically upon completion of the master template.
33. (New) The method according to claim 26, wherein the service/device-specific templates
are generated as needed to accommodate the specific data service or a new data service.
34. (New) The method according to claim 26, further comprising:
presenting the user with a name for each of the set of the name-value pairs; and
allowing the user to accept or modify the name via the user interface.

35. (New) A computer program product having at least one non-transitory computer readable storage medium storing instructions translatable by at least one processor to perform:

- examining unformatted data received or retrieved from a storage device to identify name-value pairs which are present in the unformatted data, wherein the unformatted data corresponds to a specific data service;

- presenting the name-value pairs to a user via a user interface;

- retaining a set of the name-value pairs based on user input received via the user interface;

- based on the set of the name-value pairs, selecting building blocks from a master template for each of a plurality of device types for which the building blocks are defined in the master template, wherein each building block defines formatting for a particular type of name-value pair; and

- assembling the building blocks selected from the master template into service/device-specific templates, wherein each of the service/device-specific templates is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data, wherein the master template is not used to directly convert the unformatted data to a particular markup language.

36. (New) The computer program product of claim 35, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices, and wherein the instructions are further translatable by the at least one processor to perform:

- prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

37. (New) The computer program product of claim 35, wherein the service/device-specific templates are generated automatically upon completion of the master template.

38. (New) The computer program product of claim 35, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

39. (New) The computer program product of claim 35, wherein the instructions are further translatable by the at least one processor to perform:

- presenting the user with a name for each of the set of the name-value pairs; and
- allowing the user to accept or modify the name via the user interface.

40. (New) A system, comprising:

- a user interface;

- at least one processor; and

- at least one non-transitory computer readable storage medium storing instructions

translatable by the at least one processor to perform:

- examining unformatted data received or retrieved from a storage device to identify name-value pairs which are present in the unformatted data, wherein the unformatted data corresponds to a specific data service;

- presenting the name-value pairs to a user via the user interface;

- retaining a set of the name-value pairs based on user input received via the user interface;

- based on the set of the name-value pairs, selecting building blocks from a master template for each of a plurality of device types for which the building blocks are defined in the master template, wherein each building block defines formatting for a particular type of name-value pair; and

- assembling the building blocks selected from the master template into service/device-specific templates, wherein each of the service/device-specific templates is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data, wherein the master template is not used to directly convert the unformatted data to a particular markup language.

41. (New) The system of claim 40, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices.

42. (New) The system of claim 41, wherein the instructions are further translatable by the at least one processor to perform:

- prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

43. (New) The system of claim 40, wherein the service/device-specific templates are generated automatically upon completion of the master template.
44. (New) The system of claim 40, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.
45. (New) The system of claim 40, wherein the instructions are further translatable by the at least one processor to perform:
- presenting the user with a name for each of the set of the name-value pairs; and
 - allowing the user to accept or modify the name via the user interface.